

**Subject:** Re: No Vending Signage  
**From:** Miriam Alvarez  
**Date:** 1/22/19, 7:56 PM  
**To:** Marisa Alcaraz  
**CC:** Ellen Riotto <ellen@southpark.la>, "joella.hopkins@lacity.org" <joella.hopkins@lacity.org>, "mike.n.feuer@lacity.org" <mike.n.feuer@lacity.org>, Bryce Rosauro <bryce.rosauro@lacity.org>

Hi Marisa - Let me know if we can try scheduling this tomorrow. If not, Lee is available Thursday or Friday as well.

Thanks!

**Miriam Alvarez | Executive Assistant to Lee Zeidman, President**

STAPLES Center | Microsoft Theater | LA LIVE  
1111 S. Figueroa, Suite 3100 | Los Angeles, CA 90015  
Phone: 213.742.7231 | Cell: 626-277-1240

On Jan 22, 2019, at 3:53 PM, Miriam Alvarez <[mialvarez@aegworldwide.com](mailto:mialvarez@aegworldwide.com)> wrote:

Hi Marissa -

Lee is open tomorrow for a call from 9-10am or at 11:30am. Let me know if any of those times work for you and I will send over a meeting invite with dial-in info.

Thank you!  
Miriam

**Miriam Alvarez | Executive Assistant to Lee Zeidman, President**

STAPLES Center | Microsoft Theater | LA LIVE  
1111 S. Figueroa, Suite 3100 | Los Angeles, CA 90015  
Phone: 213.742.7231 | Cell: 626-277-1240

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**From:** Lee Zeidman

**Sent:** Tuesday, January 22, 2019 3:48 PM

**To:** Marisa Alcaraz <[marisa.alcaraz@lacity.org](mailto:marisa.alcaraz@lacity.org)>; Bryce Rosauro <[bryce.rosauro@lacity.org](mailto:bryce.rosauro@lacity.org)>

**Cc:** Ellen Riotto <ellen@southpark.la>; joella.hopkins@lacity.org; Miriam Alvarez <[mialvarez@aegworldwide.com](mailto:mialvarez@aegworldwide.com)>; [mike.n.feuer@lacity.org](mailto:mike.n.feuer@lacity.org)

**Subject:** RE: No Vending Signage

Thanks for the responses I'll have my assistant Miriam set up a call. Attached is additional information that may or may not have come through on this email chain. In addition I've copied the City Attorney on this as well in the event they would like to participate.

**Lee Zeidman**

**President**

STAPLES Center/Microsoft Theater and L.A. LIVE

Office: 213-742-7255

FAX: 213-742-7282

**From:** Marisa Alcaraz <[marisa.alcaraz@lacity.org](mailto:marisa.alcaraz@lacity.org)>

**Sent:** Tuesday, January 22, 2019 3:35 PM

**To:** Bryce Rosauro <[bryce.rosauro@lacity.org](mailto:bryce.rosauro@lacity.org)>

**Cc:** Ellen Riotto <ellen@southpark.la>; joella.hopkins@lacity.org; Lee Zeidman <[leidman@staplescenter.com](mailto:leidman@staplescenter.com)>

**Subject:** Re: No Vending Signage

I'm available for a call tomorrow afternoon.

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Marisa Alcaraz | Policy Director  
Office of Councilmember Curren D. Price, Jr.  
City of Los Angeles, 9th Council District  
200 N. Spring St, Ste 420, Los Angeles, CA 90012  
TEL: 213-473-7009 | FAX: 213-473-5946



On Tue, Jan 22, 2019 at 9:20 AM Bryce Rosauro <[bryce.rosauro@lacity.org](mailto:bryce.rosauro@lacity.org)> wrote:

Hello,

Marisa Alcaraz staffs Councilmember Price on Street Vending. I am cc'ing her on this email.

On Tue, Jan 22, 2019 at 8:31 AM Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)> wrote:

Hi Joella and Bryce,

Hope you're both doing well. I'm reaching out to ask for your assistance in helping to manage the issue of sidewalk vending in and around the LA LIVE campus. I know the campus itself is technically in CD9, but the proposed "no vending" zone is partially in CD14's boundaries as well. Another cart caught fire this weekend, bringing the tally up the 3 in just six months. We've been lucky that these incidents have not led to serious injury, but at this rate it's simply a matter of time. What can the city do to increase enforcement and expedite the permitting process?

I'm cc'ing the president and CEO of STAPLES Center, LA LIVE, and Microsoft Theater, Lee Zeidman.

Thank you for attention here.

Best,

Ellen

Thank you for your time

Ellen Riotto  
Executive Director  
South Park BID  
1150-B S Hope St, Los Angeles, CA 90015  
o. [213-663-1112](tel:213-663-1112)  
24/7: [866-560-9346](tel:866-560-9346)  
Sent from my iPhone

Begin forwarded message:

**From:** Lee Zeidman <[lzeidman@staplescenter.com](mailto:lzeidman@staplescenter.com)>  
**Date:** January 22, 2019 at 7:55:43 AM PST  
**To:** Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Fwd: No Vending Signage

Do you have CD9/14 email addresses where we believe they will actually read email below?

Lee Zeidman  
President  
STAPLES Center, Microsoft Theater, LA LIVE  
213-742-7255

Begin forwarded message:

**From:** Lee Zeidman <[lzeidman@staplescenter.com](mailto:lzeidman@staplescenter.com)>  
**Date:** January 21, 2019 at 12:22:40 PM PST  
**To:** Kevin James <[kevin.james@lacity.org](mailto:kevin.james@lacity.org)>  
**Cc:** Jim Madsen <[jmadsen@aegworldwide.com](mailto:jmadsen@aegworldwide.com)>, Danielle Snyder <[dsnyder@staplescenter.com](mailto:dsnyder@staplescenter.com)>, David Born <[dborn@staplescenter.com](mailto:dborn@staplescenter.com)>, "Chris Modrzejewski ([cm@m-consultants.net](mailto:cm@m-consultants.net))" <[cm@m-consultants.net](mailto:cm@m-consultants.net)>, Martha Saucedo <[msaucedo@aegworldwide.com](mailto:msaucedo@aegworldwide.com)>, David Goldberg <[david@agd-landuse.com](mailto:david@agd-landuse.com)>, Ellen Riotto <[ellen@southpark.la](mailto:ellen@southpark.la)>  
**Subject:** Re: No Vending Signage

Unfortunately this goes beyond installing signs and is an issue of enforcement or lack of enforcement of the the new law by the City and Council Districts. I'll let you know what action we plan to take, either a public campaign or hiring private security to protect our property, patrons and employees prior to implementing so you have a heads up.  
Thanks.

Lee Zeidman  
President  
STAPLES Center, Microsoft Theater, LA LIVE  
213-742-7255

On Jan 21, 2019, at 11:43 AM, Kevin James <[kevin.james@lacity.org](mailto:kevin.james@lacity.org)> wrote:

Hi Lee. BSS informed me we are currently slated for mid-February for sign installation.

Kevin

Sent from my iPhone

On Jan 21, 2019, at 11:20 AM, Lee Zeidman <[lzeidman@staplescenter.com](mailto:lzeidman@staplescenter.com)> wrote:

Please see the attached outlook items and the videos from last night's event including another report of a cart catching on fire which we believe is at a minimum the 3<sup>rd</sup> incident in the past 6 months. Unfortunately, whatever you have in place for enforcement is not working nor can we wait until July 1<sup>st</sup> for any additional proposed City funding to assist you with the issues. In order to protect our property and the safety and security of the patrons and employees who visit and work at LA Live/STAPLES Center we are forced to look at other options which may include putting out a public relations campaign warning the general public of the dangers of this illegal vending, the lack of enforcement and investigating hiring private security to protect our property, patrons and employees. More than happy to discuss but since January 1<sup>st</sup> our situation has gotten worse. Thanks.

**Lee Zeidman**  
**President**  
**STAPLES Center/Microsoft Theater and L.A. LIVE**  
**Office: 213-742-7255**  
**FAX: 213-742-7282**

**From:** Kevin James <[kevin.james@lacity.org](mailto:kevin.james@lacity.org)>  
**Sent:** Monday, December 31, 2018 11:02 AM  
**To:** Lee Zeidman <[lzeidman@staplescenter.com](mailto:lzeidman@staplescenter.com)>  
**Cc:** Jim Madsen <[jmadsen@aegworldwide.com](mailto:jmadsen@aegworldwide.com)>; Danielle Snyder <[dsnyder@staplescenter.com](mailto:dsnyder@staplescenter.com)>; David Born <[dborn@staplescenter.com](mailto:dborn@staplescenter.com)>; Chris Modrzejewski ([cm@m-consultants.net](mailto:cm@m-consultants.net)) <[cm@m-consultants.net](mailto:cm@m-consultants.net)>; Martha Saucedo <[msaucedo@aegworldwide.com](mailto:msaucedo@aegworldwide.com)>  
**Subject:** Re: No Vending Signage

Hi Lee:

Happy New Year!

Regarding the questions from David Born that you sent over a few days ago, some will need to be answered by the City Attorney's Office (e.g., Municipal Code questions, and signage specifics), and some by various Public Works bureaus (e.g., signage location and specifics).

I will let you know when I get those answers back from them.

In the meantime, you asked me if our enforcement team will be "out in full force" ... "come January 1." As of January 1, our BSS enforcement staff will be the same size that it has been all year. The funding for additional enforcement personnel will come in the next budget (which takes effect on July 1, 2019). There is a possibility that we will receive some additional funding for enforcement personnel in the *current* budget through the next quarterly "Financial Status Report" (FSR) (which will be much sooner than July). (I will let you know about that as soon as I find out about it).

The Bureau of Street Services (BSS) will be attaching their "No Vending" signs (along with the no vending zone maps) to street lighting poles. I spoke with Adel, the GM of BSS, today and he suggested that if there are specific street lighting poles where your team would like the signs to be placed, let me/BSS know and they will see what they can accommodate. Also, I've inquired about how soon BSS will have their signs ready to go, and I hope to get that answer on Wednesday.

Best,  
Kevin

<mime-attachment>

<mime-attachment>

**Bryce Jenness Rosauo, Legislative Director**

200 N. Spring Street, Room 420

Los Angeles, CA 90012

P. (213) 473-7009 F. 213.473.5946